



## **Bachelor in International Business Study and Exam Regulations 2017**

Technische Hochschule Nürnberg Georg Simon Ohm  
Bahnhofstraße 87, D-90402 Nürnberg  
Phone: +49-(0)911-5880-2888  
[ib-bachelor-ib@th-nuernberg.de](mailto:ib-bachelor-ib@th-nuernberg.de)  
[www.th-nuernberg.de/ib](http://www.th-nuernberg.de/ib)

For students enrolled from winter semester 2020-21

## First part of the program

Compulsory Modules 1-10

| Sem.        | No. | Module                                                                                                 | SWS | ECTS | Type of Course | Type of Exam                                                  | Language of Lecture and Exam | Prerequisites                                   |
|-------------|-----|--------------------------------------------------------------------------------------------------------|-----|------|----------------|---------------------------------------------------------------|------------------------------|-------------------------------------------------|
| 1. Semester | 1   | Business Mathematics                                                                                   | 4   | 5    | SU             | Written exam (90 min.)                                        | English                      | None                                            |
|             | 2   | Foundations of Business Administration                                                                 | 4   | 5    | SU             | Written exam (90 min.) and presentation or written assignment | English                      | None                                            |
|             | 3   | Financial Accounting                                                                                   | 4   | 5    | SU             | Written exam (90 min.)                                        | English                      | None                                            |
|             | 7   | Business Law                                                                                           | 4   | 5    | SU             | Written assignment                                            | English                      | None                                            |
|             | 8   | Basic Study Techniques<br>Presentation and Communication Techniques<br>Scientific Methods and Research | 2+2 | 5    | Ü<br>S         | Presentation<br>Two written assignments                       | English                      | None                                            |
|             | 9   | Business Language Ia                                                                                   | 4   | 4    | S/Ü            | Written exam (90 min.)                                        | English                      | Advanced knowledge in English (at least B2)     |
| 2. Semester | 6   | Informatics                                                                                            | 4   | 5    | SU/Ü           | Written exam (90 min.)                                        | English                      | None                                            |
|             | 4   | Cost Accounting                                                                                        | 4   | 5    | SU             | Written exam (90 min.)                                        | English                      | Recommended course: <i>Financial Accounting</i> |
|             | 5   | Statistics                                                                                             | 4   | 5    | SU             | Written exam (90 min.)                                        | English                      | None                                            |
|             | 13  | Economics I (Microeconomics)                                                                           | 6   | 8    | SU             | Written exam (90 min.)                                        | English                      | None                                            |
|             | 10  | Intercultural Communication                                                                            | 2   | 3    | S/Ü            | Written exam (90 min.)                                        | English                      | None                                            |
|             | 9   | Business Language Ib                                                                                   | 4   | 4    | S/Ü            | Written exam (90 min.)                                        | English                      | Advanced knowledge in English (B2 level)        |
|             | 10  | Business Language IIa                                                                                  | 4   | 4    | S/Ü            | Written exam (90 min.) and presentation                       | French, Spanish, German      | Intermediate knowledge (A2 level)               |

|                           |    |                                           |     |    |      |                                         |                         |                                                                             |
|---------------------------|----|-------------------------------------------|-----|----|------|-----------------------------------------|-------------------------|-----------------------------------------------------------------------------|
| 3. Semester               | 14 | Economics II (Macroeconomics)             | 6   | 8  | SU   | Written exam (90 min.)                  | English                 | None                                                                        |
|                           | 15 | Operations and Environmental Management   | 2+2 | 5  | SU/S | Written exam (90 min.)                  | English                 | Operations Management: Knowledge of mathematics and statistics for business |
|                           | 16 | Marketing                                 | 4   | 5  | SU   | Written exam (90 min.)                  | English                 | None                                                                        |
|                           | 17 | Personnel Management                      | 4   | 5  | SU   | Written exam (60 min.) and assignment   | English                 | None                                                                        |
|                           | 18 | Finance, Investment and Capital Budgeting | 4   | 5  | SU/S | Written exam (90 min.)                  | English                 | None                                                                        |
|                           | 10 | Business Language IIb                     | 4   | 4  | S/Ü  | Written exam (90 min.) and presentation | French, Spanish, German | Successful completion of B1 course                                          |
| First part of the program |    |                                           |     | 95 |      |                                         |                         |                                                                             |

## Second part of the program

### Compulsory Modules 11-12

| Sem.                       | No. | Module                                                                                                                       | SWS     | ECTS    | Type of Course       | Type of Exam                                                 | Language of Lecture and Exam           | Prerequisites                                                    |
|----------------------------|-----|------------------------------------------------------------------------------------------------------------------------------|---------|---------|----------------------|--------------------------------------------------------------|----------------------------------------|------------------------------------------------------------------|
| 4. Semester                | 12  | Internship<br>The practical part comprises at least 20 weeks (full time) to be completed in a company or organization abroad |         | 29      |                      | Internship report                                            | English                                | At least 60 ECTS in total must have been earned (SPO section 10) |
| 5. Semester                | 11  | Study Abroad<br>Business Electives Abroad<br>General Electives Abroad                                                        | 14<br>4 | 21<br>4 | V, S, SU<br>V, S, SU | Dependent on the types of exams of the respective university | Dependent on the respective university | At least 60 ECTS in total must have been earned (SPO section 10) |
| Second part of the program |     |                                                                                                                              |         | 54      |                      |                                                              |                                        |                                                                  |

### Third part of the program

Compulsory Modules 13-21 and 24-26 / Elective Modules 22-23

| Sem.        | No. | Module                                                                                                                  | SWS | ECTS | Type of Course | Type of Exam                                  | Language of Lecture and Exam   | Prerequisites                                                                                                                  |
|-------------|-----|-------------------------------------------------------------------------------------------------------------------------|-----|------|----------------|-----------------------------------------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| 6. Semester | 12  | Internship Seminar                                                                                                      | 1   | 1    | S              | Applied group assignment (incl. presentation) | English                        | Completion of the internship                                                                                                   |
|             | 19  | International Business Law                                                                                              | 4   | 6    | SU             | Written exam (90 min.)                        | English                        | Successful completion of <i>Business Law</i>                                                                                   |
|             | 20  | International Business Administration I<br>International Financial Management<br>International Accounting and Taxation  | 2+2 | 7    | SU/S<br>SU     | Written exam (90 min)                         | English                        | Recommendation:<br>Successful completion of <i>Finance, Investment &amp; Capital Budgeting</i> and <i>Financial Accounting</i> |
|             | 21  | International Business Administration II<br>International Business Ethics<br><br>Case Studies in International Business | 2+2 | 7    | SU<br><br>SU   | Written report<br><br>Written group report    | English                        | Recommendation:<br>Completion of basic study modules                                                                           |
|             | 25  | Project Work                                                                                                            | 4   | 6    | S              | Presentation and written assignment           | English                        | Basic knowledge of German language as some presentations can be made in German                                                 |
|             | 22  | Focus Electives I                                                                                                       | 4   | 6    | SU             | Depending on the course(s) chosen             | English (preferably) or German | Depending on the course(s) chosen                                                                                              |

|             |    |                                                                               |     |     |              |                                                                       |                                |                                                                                     |
|-------------|----|-------------------------------------------------------------------------------|-----|-----|--------------|-----------------------------------------------------------------------|--------------------------------|-------------------------------------------------------------------------------------|
| 7. Semester | 24 | Management<br>Strategic Management<br><br>International Management with Cases | 4+2 | 7   | SU<br><br>SU | Written exam (60 min.) and presentation<br><br>Written exam (60 min.) | English                        | Strategic Management:<br>Completion of<br><i>Foundations of Bus. Administration</i> |
|             | 23 | Focus Electives II                                                            | 4   | 6   | SU           | Depending on the course(s) chosen                                     | English (preferably) or German | Depending on the course(s) chosen                                                   |
|             | 26 | Bachelor's Thesis<br>Bachelor's Thesis<br><br>Bachelor Seminar                |     | 15  | <br><br>S    | Thesis<br><br>Presentation                                            | English                        | At least 140 ECTS and completion of practical part of internship                    |
|             |    | Third part of the program                                                     |     | 61  |              |                                                                       |                                |                                                                                     |
|             |    | Total ECTS of the program                                                     |     | 210 |              |                                                                       |                                |                                                                                     |

#### Abbreviations

No.: Modulnummer (*Module Number*), ECTS: European Credit Transfer System, S: Seminar, SU: Seminaristischer Unterricht (*Seminar-style Lecture*), SWS: Semesterwochenstunden (*Weekly hours per semester*), Ü: Übung (*Exercise/Recitation*), V: Vorlesung (*Lecture*)

## Career Focus Options

You are required to choose **12 ECTS from focus and general electives**. You may either spread your subjects over two or more fields, including general electives, or choose one field of specialization, e.g. Marketing, Finance.

Should you decide to specialize in a particular area, this **career focus**, upon request, will be shown in your transcript of records provided that you fulfill the following requirements: **12 ECTS from focus electives + internship + Bachelor thesis in the same field of specialization**.

The IB program offers the following career focuses:

- Digital Business
- Finance
- Human Resource Management
- International Economics
- Operations Management / Logistics
- Marketing
- Sustainability

Within a career focus, lectures in English have priority over lectures in German and need to be chosen first.

Focus and general electives are subject to change if circumstances demand it.

For more information about the focus electives offered under a specific career focus as well as the general electives, please take a look at the [IB Module Catalogue](#) and [Course Catalogue](#).